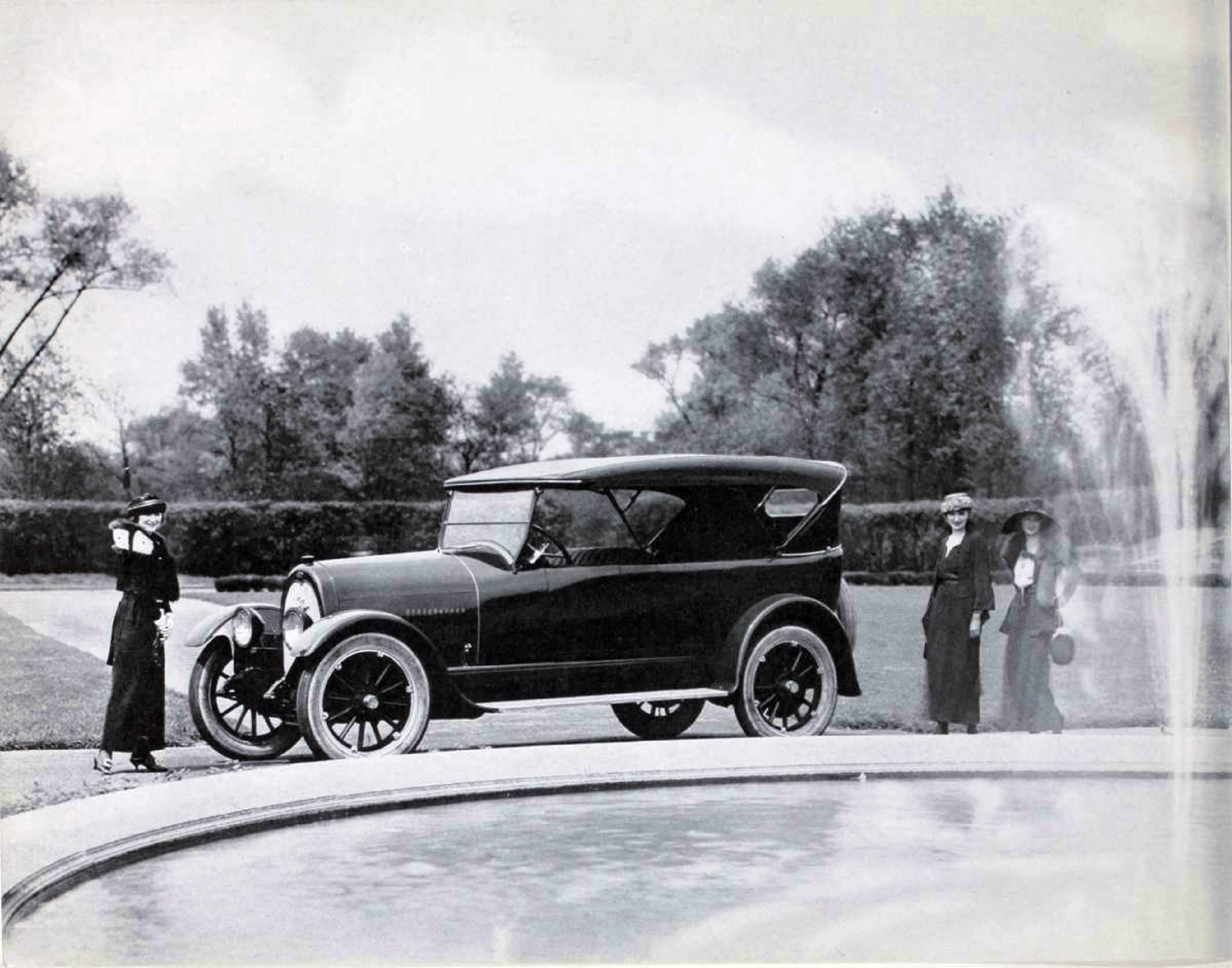


APPROX



THE 1920 APPERSON





APPERSON

THIS BEING A BOOK DESCRIPTIVE IN DETAIL OF THE EIGHT
WITH EIGHTY LESS PARTS IN THE NEW 1920 TYPES



APPERSON BROS. AUTOMOBILE COMPANY
Manufacturers of Custom Made Motor Cars
KOKOMO, INDIANA, U.S.A.

Export Department: 100 West 57th Street, New York City

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Elmer Apperson, President



Edgar Apperson, Secretary-Treasurer

Those Pioneer Motor-Car Builders of Kokomo—The Apperson Brothers

1920 and the Apperson Eight

DYNAMIC America demands results. Whether it be mechanical power or man power—the demand is still the same. Over two decades have passed since the Apperson Brothers presented America with the first mechanically successful automobile. The quarter of a century which has passed since then has taught the American automobile owner that there are certain things which he must have:

He must have power, more than the road will demand;

He must have speed, equal to and beyond his ordinary requirements;

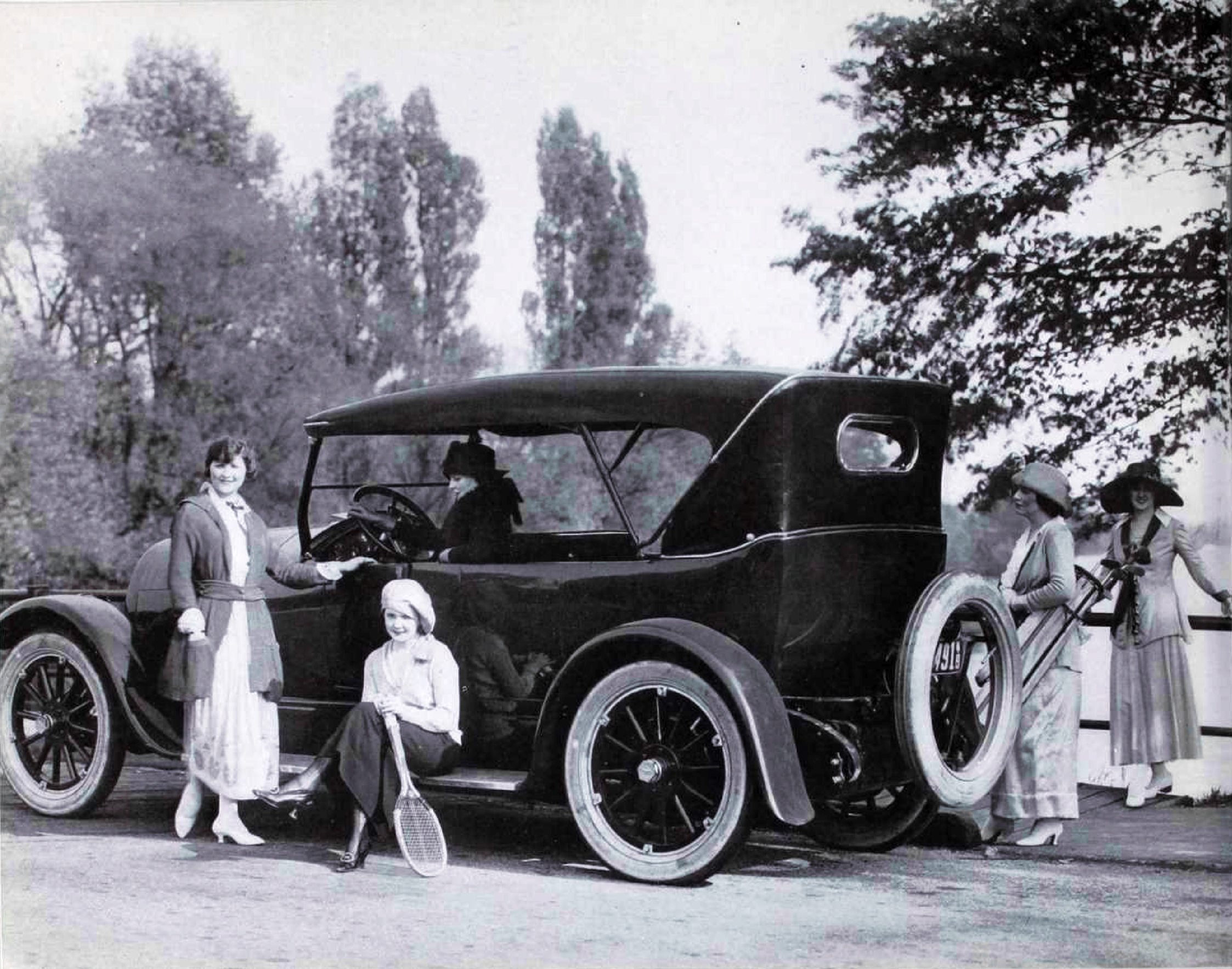
He must have beauty of line, beauty of finish—for your American is a peculiar mixture of the artistic and the practical;

He must have comfort, so that when he gets into his car he can absolutely relax even though he is using his car for business purposes;

- He must have economy—economy of operation, economy of upkeep.

Of all these demands probably one of the most insistent is economy. That dominating thought in the mind of the knowing automobile buyer is and should be: What does it get me? He does not want cheapness because he has learned that real economy is primarily full value and not first cost.

These demands, then, are the reasons for the Apperson motor car—the satisfying of these demands is the basis of this book.

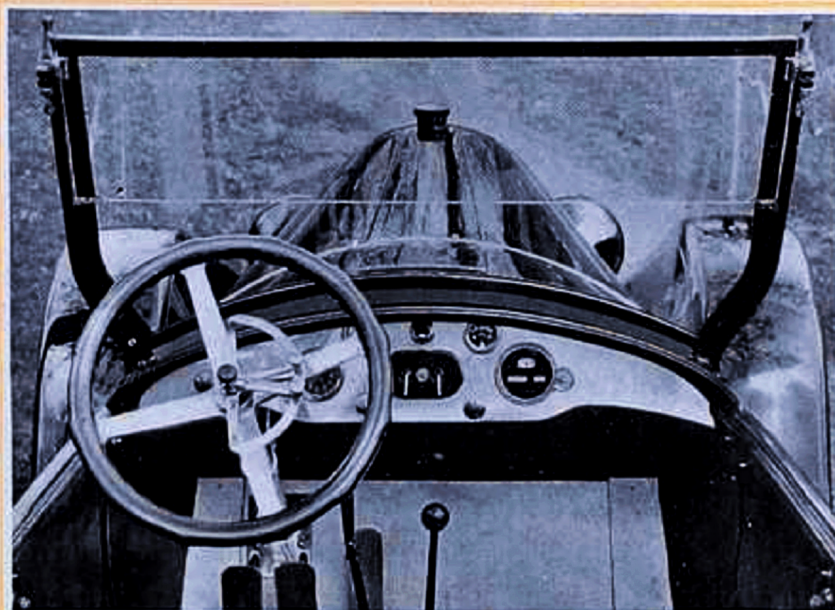


The Eight with Eighty Less Parts

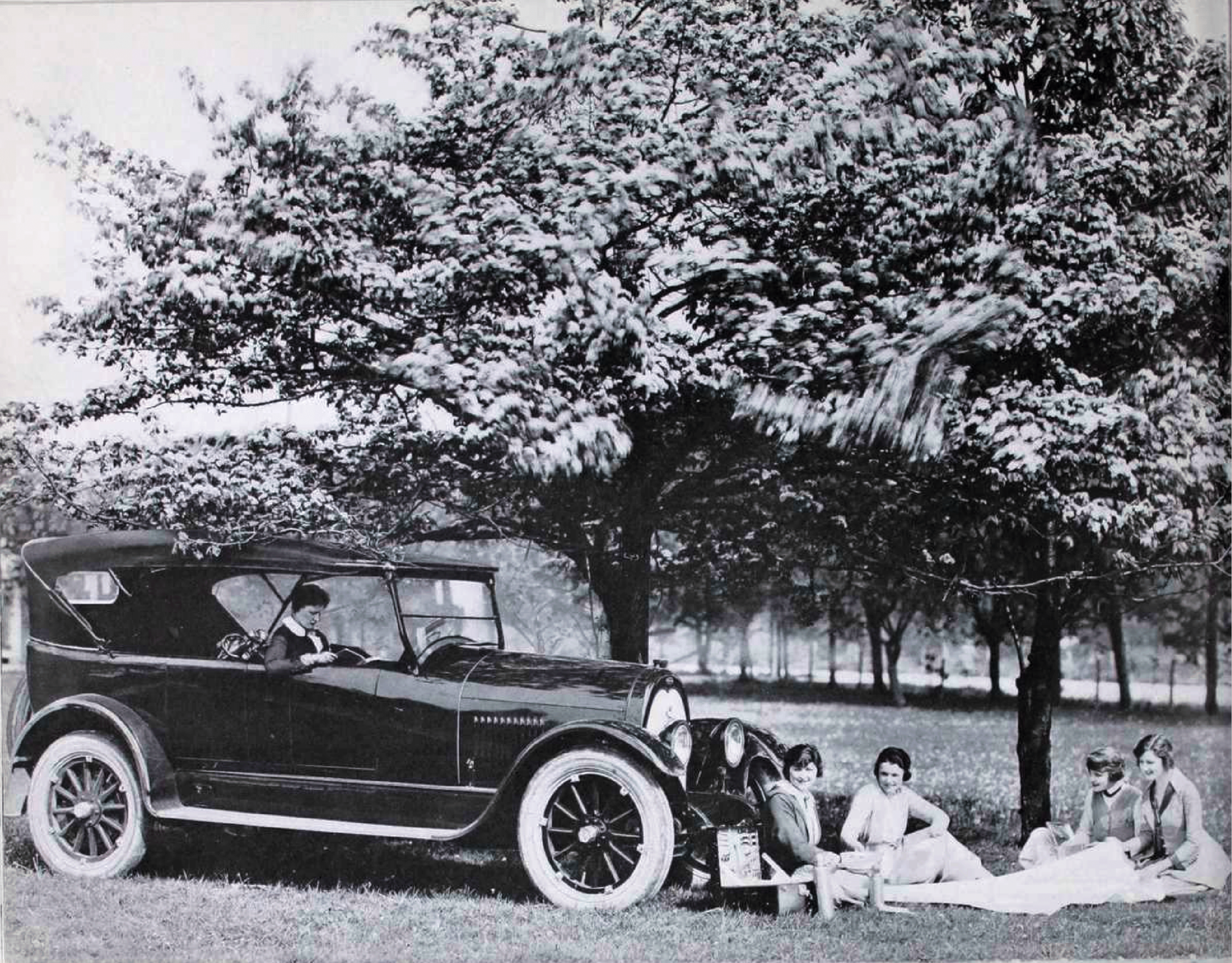
APPERSON power is more than sufficient to get you anywhere you want to go over all used roads and, more than that, is daily making new roads where motor car has never traveled before. Mechanical design and manufacture of an Apperson are such that the greatest possible amount of power developed is transmitted to the wheels. Result: power economy.

You rest as you ride in an Apperson. The design of the seats, the depth of upholstery, the cushioning effect of the springs, the oversized tires, all combine to make the Apperson a car of relaxation. The Apperson is essentially the easiest car to drive—economy of effort. The line of the Apperson were designed by the most experienced car designers. Result: straight lines, angles, and curves flow into a beautiful entirety which is most pleasing.

The driver's requirements designed the front compartment of the Apperson.



A cosmopolitan car—Hoosier ruggedness with metropolitan style.



Speed ~ Pride

ACCCELERATION is the best test of speed. An official test of an Apperson made a few weeks ago showed an acceleration in high of from 1 to 40 miles in 20 seconds without jolt or tremor, and beyond 40 miles, a reservoir of speed to satisfy the most exacting. This same test developed that the car was brought from 40 miles an hour to a dead stop in 4 seconds, or within a distance of 40 yards. Perfect speed control—power economy. This gives greater mileage on tires as well as per gallon of fuel. The satisfaction of a real product well built is ours. And because of that, the pride with which an Apperson owner speaks of *his* car even surpasses our pride in the making of it. The Apperson is a car of definite values—it is a safe investment. The Apperson owner feels nothing but that happy glow of satisfied ownership, because his car endures and pleases.

*Spacious tonneau—ample
knee room—relaxation—
comfort.*



*Knowledge of motor building
made the Apperson
Brothers motor builders for
the government.*

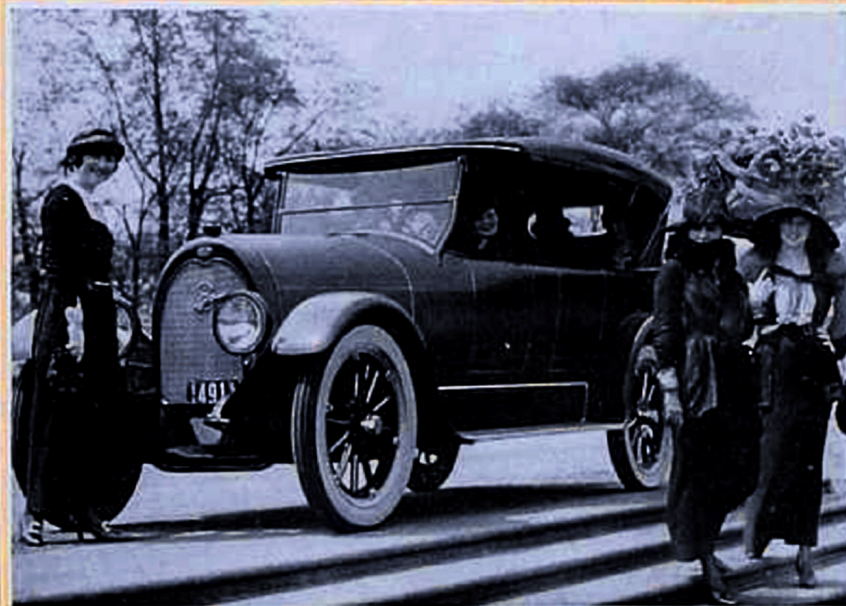


Economy ~ Durability

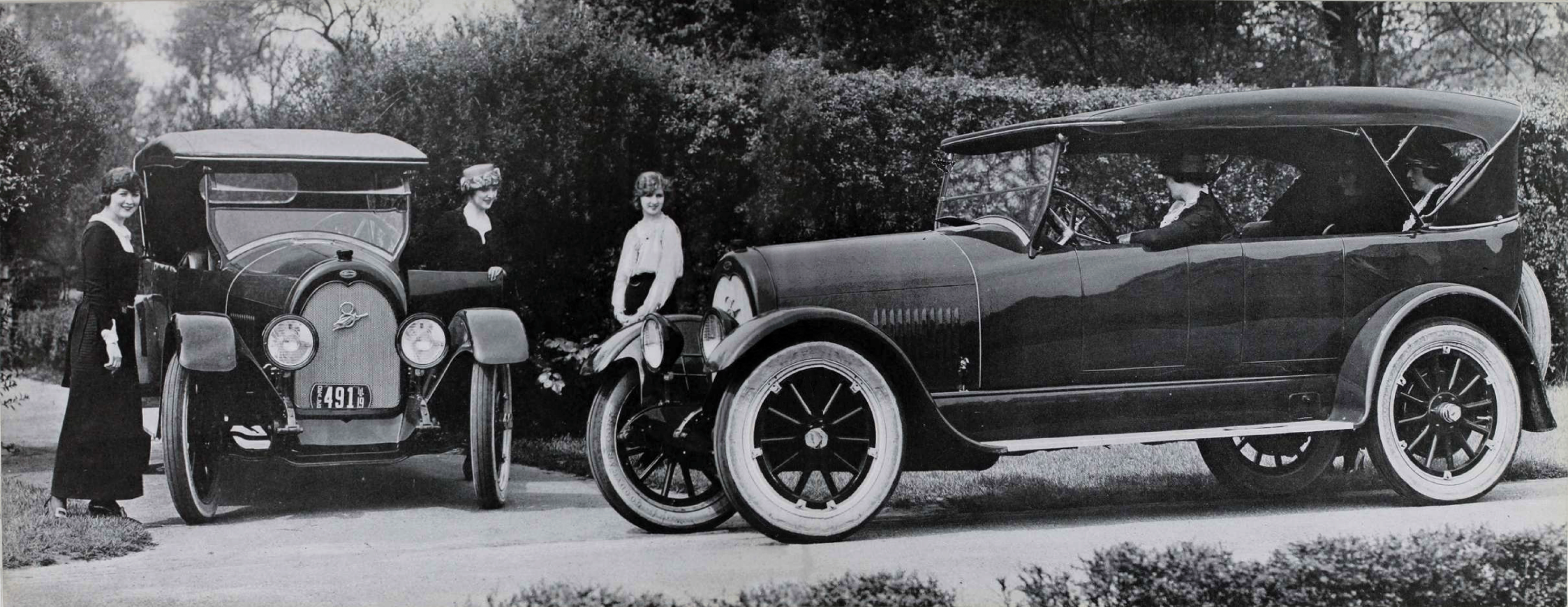
THE Apperson is America's one manufactured custom-made car. While its first cost, therefore, is a little higher than big production cars, its low upkeep makes this price matter a secondary consideration. We have mentioned long life of tires and absence of repairs, and with that goes an unusual and almost unequalled economy of gas and oil for a multiple-cylindere car.

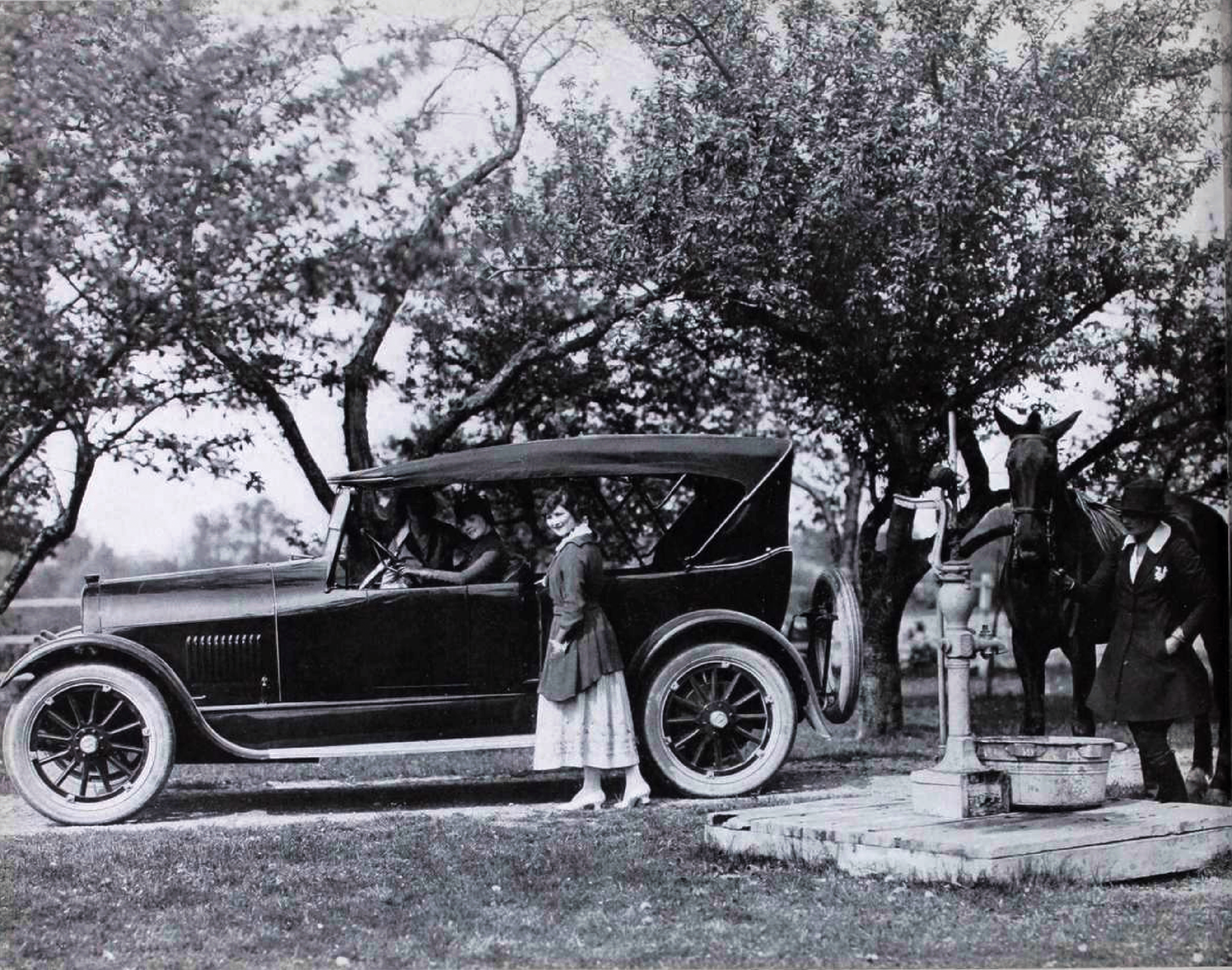
Apperson users from all sections, driving over all kinds of roads, write and make such statements as "10,000 miles without removal of the spark plugs" or "without tightening of a bolt"—are common experiences. Such records as 10,000, 12,000 and 14,000 miles with no tire troubles are not unusual. The Apperson is designed and built of the best material the market affords by craftsmen in the factory. The Apperson is built to last. It wears well and long.

Ease of control makes the Apperson the choice of women drivers.



You can travel as fast in an Apperson as safety permits.





Apperson Leadership

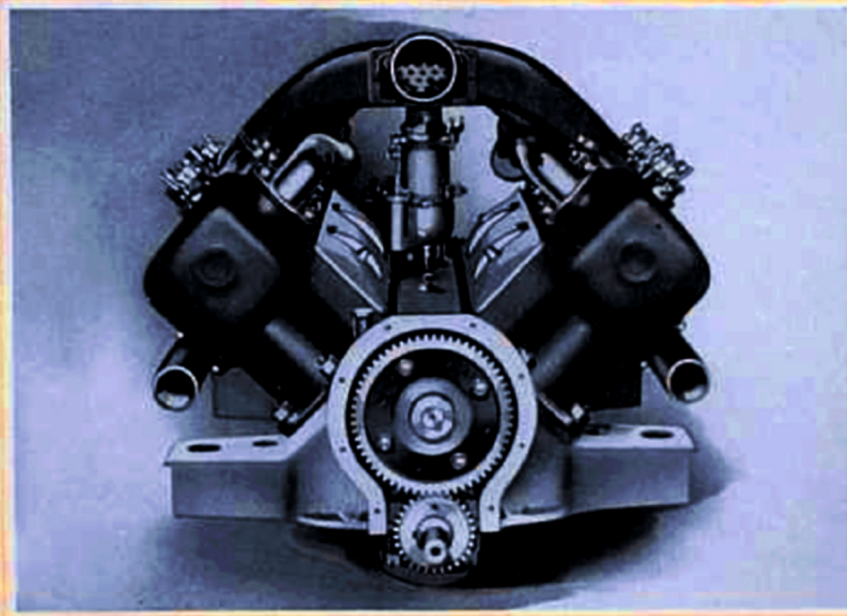
THE Apperson Brothers have ever been acknowledged leaders in the matter of power. Through all stages from the single cylinder to the eight cylinder, they have been pioneers. The Apperson Eight, when first produced, was a revelation of power. Naturally, it was somewhat complicated, but, as in all cases, they were not satisfied with just building a motor. So they have devoted their mechanical experimentation for several years to simplifying the motor.

The average owner of the Apperson is so delighted with the car's performance, that he absolutely forgets the mechanical reasons which make such performance possible.

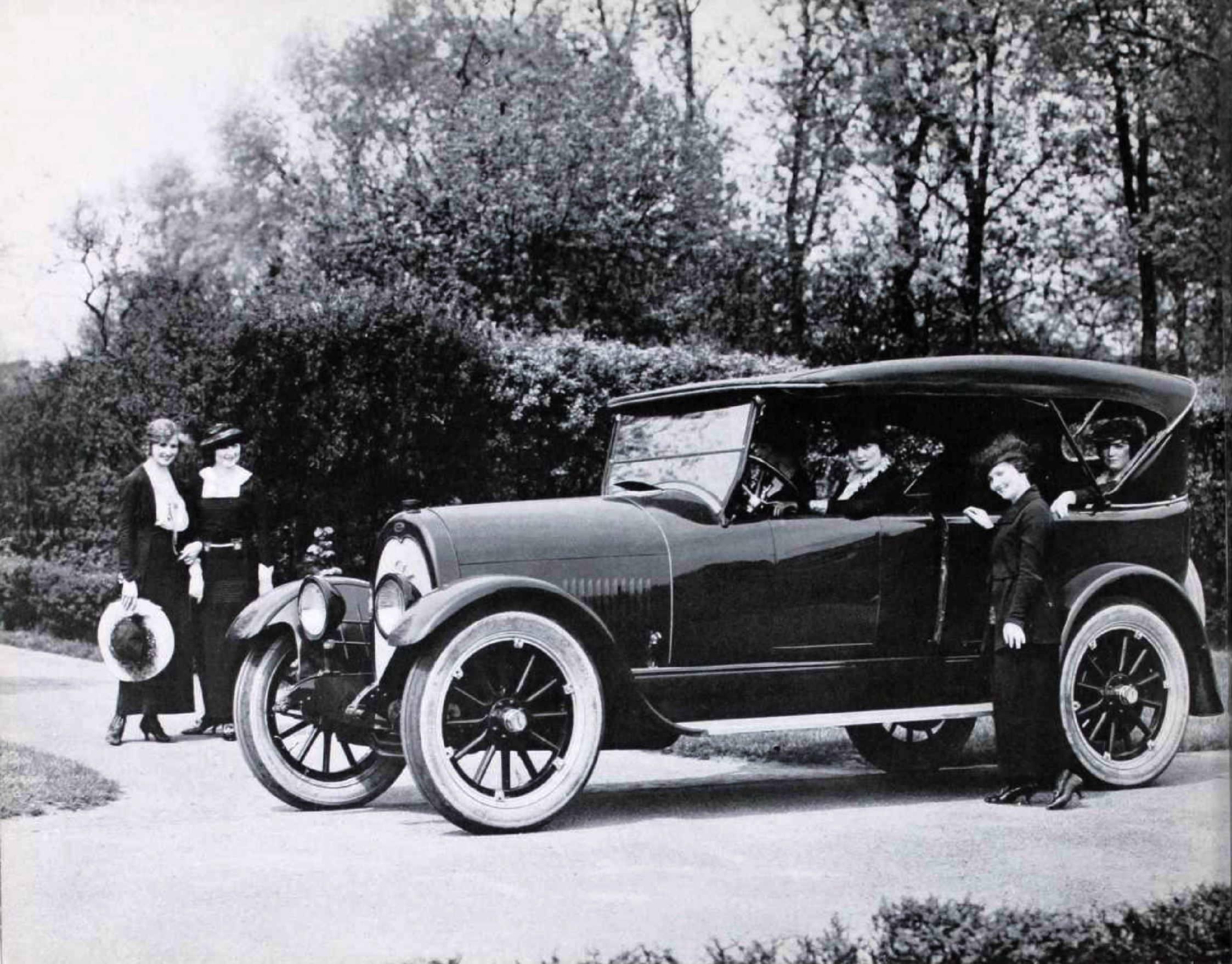
Yet from the days that those pioneer builders of motor cars, in co-operation with others, constructed with their own hands the first mechanically successful American automobile until the present day, they have ever been leaders in motor-car building practice. Whether it be material for motor, transmission, axle, or electrical units it must always prove itself superior before it finds a place in the Apperson chassis.

Performance is what you want to buy, and performance is what you get with an Apperson.

There are but two cam gears and one cam shaft in the Apperson.



Other cars don't pass the Apperson on country road or city boulevard.



Apperson Accomplishment

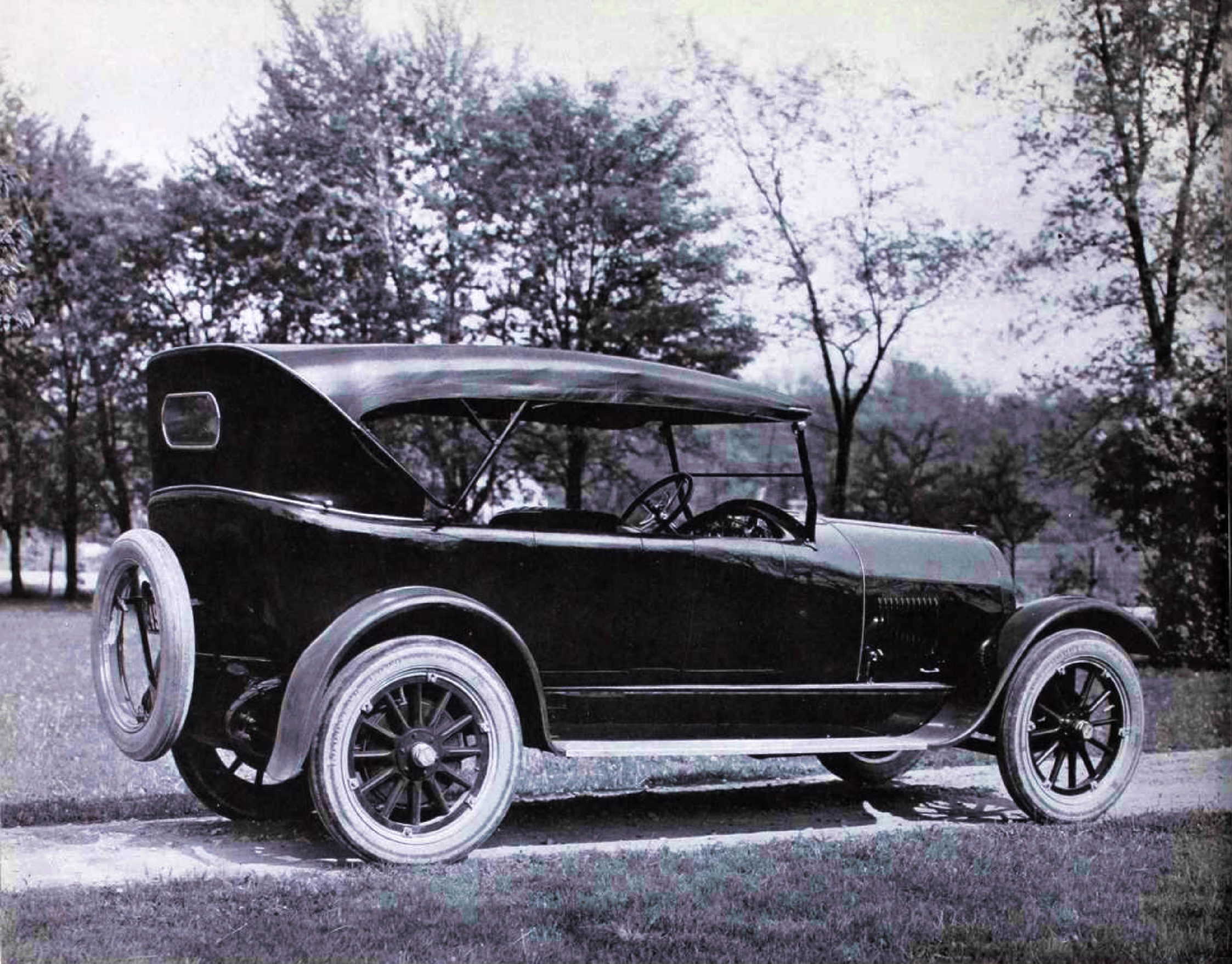
PAST performance constitutes the most fitting background for present accomplishment. A worthy manufacturing history insures results and an enduring future. The story of Apperson creation and achievement is the story of the conception and growth of the motor car. The various stages of each are coincident.

Twenty-six years ago on the banks of the Wildcat, a little stream meandering through Kokomo, Indiana, there stood a machine shop. Two brothers, Elmer and Edgar Apperson, having come to the city of Kokomo from the farm to make their fortunes, opened this shop for the manufacture of saw gummers and machinery of a like character. Their manufacturing was confined to four narrow walls but their vision embraced the country and its future.

It was here, with their hands, that the first mechanically successful American automobile was built. It was a hand-made affair—custom built. Crude, small powered, of course it could not be compared to the modern motor car. It stands today in the Smithsonian Institute as a monument to the men who conceived the mechanism which was the nucleus of one of America's greatest industries.

Laughed at and ridiculed, the Apperson Brothers continued their experiments and building. It is one of the peculiarities of history that the things often laughed at in their inception become the *saviours* of the scoffers. And this is 100 percent true of this first automobile. Were it not for the automobile the history of the world during the European war would have been entirely changed.

"The Eight with Eighty Less Parts" is really but a four-cylinder engine with an additional cylinder block and its component parts. An extremely light-weight car for the power developed—the Apperson gives maximum mileage with minimum oil and gasoline consumption.



The 1920 Apperson

FIRST in the manufacture of the motor car, the Apperson Brothers have been first in the development of it. Each stage through the single cylinder, double cylinder, four cylinder, six cylinder, and now the eight cylinder has seen the Apperson Brothers in the forefront. Builders of custom-made cars at the start, they have never changed and today the Apperson—"The Eight with Eighty Less Parts"—is America's one manufactured custom-made car.

Quality has ever been their fetish. Therefore, quality in manufacture and quality in results to the user might be expressed as the real keynote of Apperson accomplishment.

Their efforts have been worth while. The little machine shop has grown to two plants. The little car of a quarter of a century ago has developed unfalteringly into the Apperson masterpiece of today. Designed and built nearly 99 percent in the Kokomo shops, the Apperson is a true product of tried experience.

Following are a few of the vital motor-car advances to which the Apperson Brothers have been rightly accorded premier honors:

The first mechanically successful automobile—the first double-opposed motor—the first side door motor car—the first float feed carbureted car—the first car with electric ignition—the first gasoline motor car engine to win American award—the car that won the first American speed contest—the first car that made a 100-mile non-stop run in America—the first car that made a long overland American tour—the first two cars that made first and second in the first auto club of America run—the first four-cylinder car in 1903—the first chummy roadster—America's one manufactured custom-made car—"the Eight with Eighty Less Parts" motor.

Ample protection is provided against inclement weather. The storm curtains are attached from within and open with the doors. The visibility through the curtains when in place is excellent.

Power • Comfort • Beauty

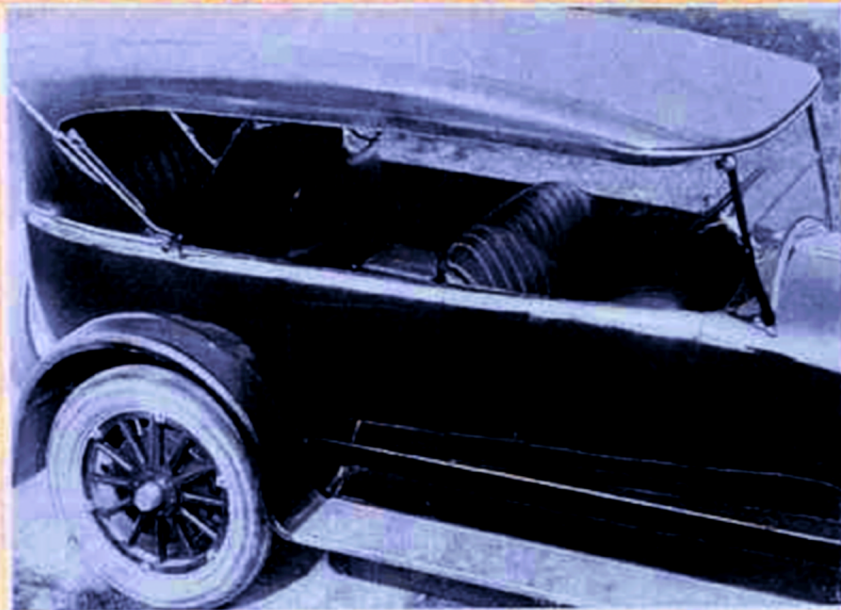
THE name Apperson, throughout the history of motor-car building, has been synonymous with power. Builders of the first mechanically successful automobile, their experience is of necessity the longest and provedly the greatest.

From coast to coast and from Dominion to gulf the Apperson car has, for over a quarter of a century, been driven over all roads and all grades. Hills and roads previously impassable for motor cars succumb to Apperson power and Apperson speed. Everywhere you hear this comment, "The Appersons have always built a wonderful motor."

The evolution from the first car to the Anniversary Model is marked by almost revolutionary improvements in motor-car building. Always builders of custom-made cars, the Appersons developed in this Anniversary Model a thing of beauty and service, pulsing with a heretofore unequalled power. The reception accorded this model warrants its continuance.

But the creative minds of these pioneer motor-car builders of Kokomo have not been idle. A demand arose for a moderate-priced Apperson which would be a fitting companion piece to the dressier Anniversary. The outcome is the 1920 Apperson.

You rest as you ride in an Apperson.



Apperson design plus Apperson balance preclude sidesway and skid.

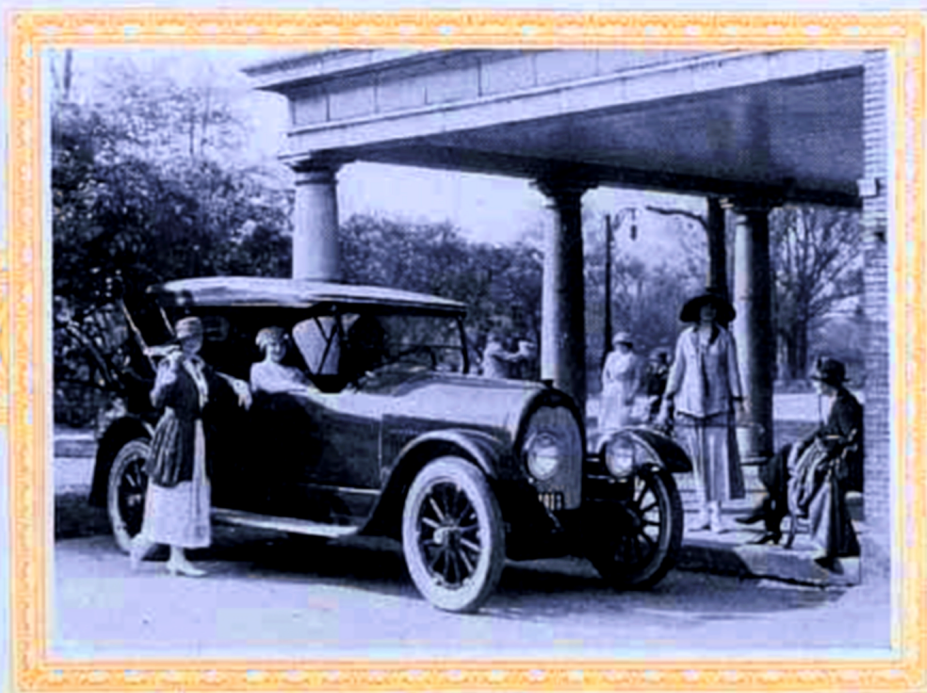
Best French Type—Plus New York Trend

THAT rugged simplicity in mechanical construction in which the Apperson Brothers have led for over a quarter of a century is here combined with graceful, stylish bodies and fittings designed in the world's style center, New York City. Built in the same shops by the same men as its dressier companion model, the Anniversary—this 1920 Apperson has worked into it that intrinsic value for which Apperson is best noted. Apperson quality is maintained. The powerful "Eight with Eighty Less Parts" gives life to the new creation. Never have the Apperson vision and hard, practical common sense better expressed themselves than in these new 1920 models.

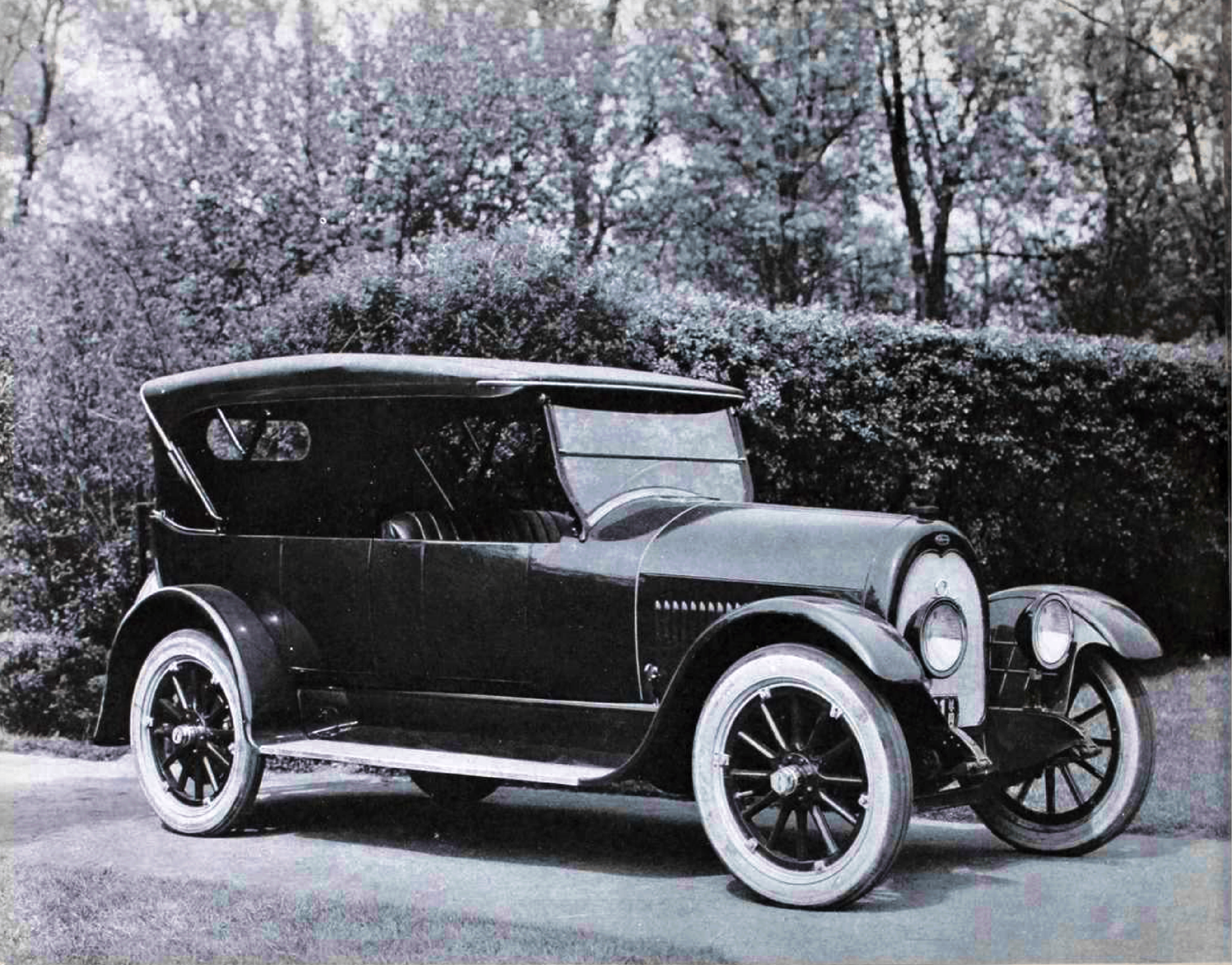
An innate appreciation of beauty is reflected in the body designs of both the Touring car and the Sportster. There is a hint of the best French types—a subtle suggestion of the New York trend.

Patrician taste is reflected in the severe horizontal line from front to rear. Alertness and agility are expressed in the careful modeling of the radiator, in the gradual and symmetrical expansion of the hood and cowl. So you are offered a proved motor car, backed by over twenty-six years of experience.

Comfort idealized—that alone describes Apperson riding joy.



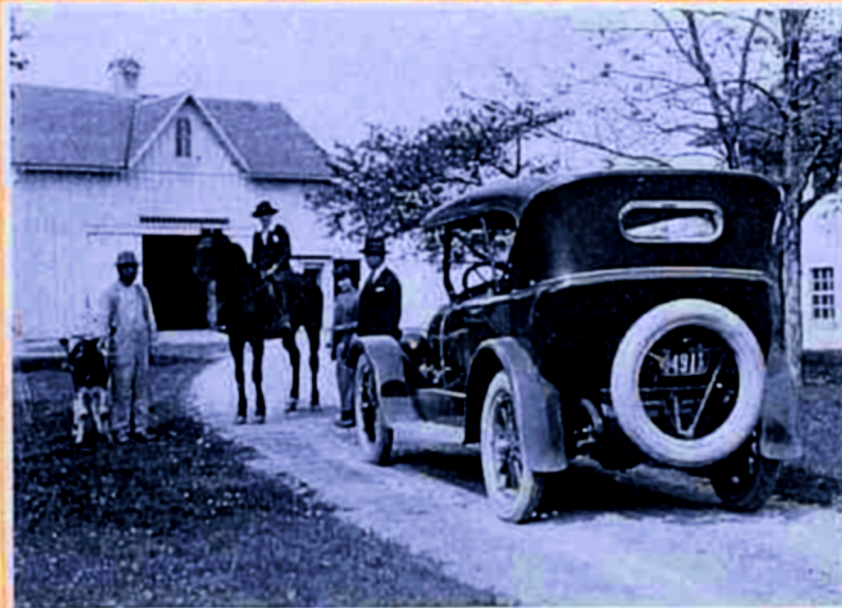
You can circle with your 130-inch wheelbase Apperson in 38¼ feet.



The Apperson Sportster

CREATORS of the Chummy design, as well as the Chummy-plus Tourster, and pioneers in the building of four-passenger types, the Apperson Brothers have again taken the forefront in this four-passenger Sportster model. Combined with the close-coupled body design is a roominess and luxurious comfort never equalled even in this car's prototype. The four doors give easy access to front and rear compartments without in any way affecting the beautiful contour of the body. Thus, in addition to the seven-passenger model and the enclosed coaches, these designers have had in mind the requirements of the business man and the lady in her leisure hours. While the Sportster type was originally designed for the small family, there was still the consideration of the everyday needs of the man down town and the social requirements of the ladies. Snappy in design and in performance, with the short turning radius and quick get-a-way in congested sections, the Sportster has at once met and satisfied the desires of the man in every line, professional or business. Its luxurious appointments as well as the fact that it is the easiest driven car in America today has made it the ideal vehicle for the shopping trip, for the club, for the afternoon party, or tea.

The Apperson glides in high from 1 to 40 miles in 20 seconds.



The Apperson can be brought to a dead stop from a 40-mile speed in four seconds.

Specifications and Warranty

Motor—Eight cylinder, three and one-quarter by five inches.

Horsepower—Sixty.

Wheelbase—One hundred and thirty inches.

Wheels—Wood, thirty-three by four.

Tires—Cord, thirty-three by four on Sportster and thirty-four by four and one-half on Touring car.

Bodies—Seven-passenger Touring and four-passenger Sportster. Enclosed models in both seven- and four-passenger types.

Equipment—Fully equipped.

Colors—Glidden green or Japanese purple lake. Optional colors, \$100 net extra.

Prices—Furnished upon request, war tax extra. Spare tires, wire or disteel wheels extra.

Prices and specifications subject to change without notice

Warranty: All cars manufactured by Apperson Brothers are guaranteed under the warranty as approved by the National Automobile Chamber of Commerce, Incorporated. (Copy furnished on request.) Anniversary Brochure and Enclosed Car catalog furnished upon request.

Anniversary Models: We also custom-make exclusively designed Anniversary Models in both four- and seven-passenger open types and particularly built enclosed coach work on both the 1920 and Anniversary chassis in seven- and four-passenger types.

Write for complete literature covering these other models if you are interested

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